

George Brown News

A newsletter for staff, faculty and alumni of George Brown College

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Renew focus on student achievement – Anne Sado

George Brown is beginning a new academic year with a renewed focus on student achievement.

"All of us have an important contribution to make in creating a culture that leads to student achievement," President Anne Sado told more than 800 staff at her annual staff breakfast on Aug. 28.

The college is fostering an organizational "culture of success" in which staff focus their efforts on creating a positive student experience, Sado said. To create this culture, staff need to feel empowered, celebrate their successes, create partnerships outside the college that contribute to student success – and be accountable, she said.

"We have to hold ourselves accountable to our students and go the extra mile to ensure their success. I am suggesting that we personally invest ourselves in the academic lives of our students. Let's get to know them. Let's champion their needs. Let's go beyond."

Student achievement is at the heart of the college's recently released mission statement – called the Path to Leadership (see story on this page). The Path to Leadership envisions George Brown at the forefront of excellence in teaching and applied learning, and producing in-demand, workplace-ready, graduates.

"Building this culture and making the Path to Leadership real is deeply connected to the work we have been doing," Anne told staff.

George Brown's is letting the world know

(continued on page 2)



STUDENT RECRUITERS SHOW OFF NEW LOGO – Student recruiters (from left) Ashley Evans, Anya Rens, and Erin Gudgeon proudly display the business card holders – proudly emblazoned with George Brown's new logo (see story on page 3) – that they, and all staff, were given at the President's Breakfast on Sept. 28. The trio, as well as recruiters Cynthia McDonagh and Liz Henriques, will show the new logo as they go across the province this year as they reach out to students at more than 250 high schools and participate in university and college education fairs. Evans, Rens, Gudgeon, and Henriques, as well as tour guide Ade Thomas, can speak to prospective students with first-hand experience about the college – they are all either recent George Brown graduates or current students.

College aims to be best in the world

George Brown is raising the bar for itself again – just about as high as it can go.

In a bold new vision/mission statement, which was officially presented to staff in August, George Brown aims to be the best college in the world. "We will set the benchmark to which all colleges will aspire," says the lead sentence of the statement, which is called The Path to Leadership.

The Path to Leadership also reaffirms George Brown's important role of building a "seamless bridge between students and employers" – providing students with an education that makes them workplace-ready graduates, and offers employers with skilled candidates ready to do the job.

(continued on page 2)

Inside: All about our new college logo

Focus on student achievement

(continued from page 1)

about its commitment to achievement as it rebrands and re-positions itself, with measures such as the new logo and an advertising campaign, which launches this fall.

(See page 3 for story about the logo.)

The campaign uses the headline "Brown gets you the job" to reinforce the connection between a George Brown education and employment.

The ads will appear on billboards and transit shelters from Ancaster and Hamilton in the West to Pickering in the East and as far north as Vaughan region. They will also appear on TTC buses, streetcars and subways, websites, and in McLean's Magazine and the Toronto Star.

(The full text of Anne Sado's speech is found on inside – the college's intranet. To go there just type inside into the web browser of any computer in the college.)



SUN READERS LIKE US – AGAIN –
Senior Communications Officer Neil McGillivray (right) receives a 2006 Toronto Sun Readers Choice Award for George Brown from Toronto Sun publisher Kin-man Lee at a recent ceremony. The award was given to the college based on responses by Sun readers who said George Brown was their favorite college. George Brown has won the award four times in the last six years.

Our new name

George Brown's newsletter is now called **George Brown News** to reflect the college's new emphasis on its name.



STUDENTS LOVE OUR ORIENTATION WITH A TWIST: Culinary Management student Kevin Painter-Main (left) battles Hotel Management student Ashley Dawson for supremacy in a round of twister – played in an inflatable court during student orientation at St. James Campus. Students enjoyed games, and had a barbecue lunch, while finding out more about college facilities and services from Student Affairs staff at orientation events held on all three George Brown campuses. Orientation activities continue into late September with parties, a boat cruise, and a downtown scavenger hunt called the Urban Pursuit Adventure Race. See page 4 for details about the race.

Path to Leadership (continued from page 1)

George Brown has also adopted a series of core values to support its new vision/mission statement. The first letters of the core values – learning community, excellence, accountability, as well as diversity and respect are spell the word LEAD.

The Path to Leadership and core values were developed and approved by the college's Management Committee as well as approved by George Brown's Board of Governor's.

This is the full text of the Path to Leadership:

"Inspired by a commitment to achievement through excellence in teaching and applied learning we will set a benchmark to which all colleges will aspire and be recognized as a key resource in shaping the future of Toronto.

With this vibrant and dynamic drive, we will build a seamless bridge between students and employers, as we develop

workplace-ready graduates, who will be their candidates of choice.

Energized by the principles of access and diversity, we will create a community grounded in mutual respect and accountability in everything we say and do."

The four core values are:

"Learning Community: We foster an environment of reciprocal dialogue to ensure learning, solve problems, and strengthen the GBC community.

Excellence: We commit ourselves to delivering a "GBC standard" of quality, and superior performance.

Accountability: We hold ourselves responsible to ensure the future sustainability of GBC – academically and fiscally.

Diversity and Respect: We show mutual respect for each other within the community of GBC, including all of our stakeholders, in all our behavior."

A guide to the new George Brown logo

George Brown's new logo was designed to appeal primarily to some really important people – our prospective students.

It was created and refined in a rigorous process over the last eight months by the Toronto design firm Onbrand. Under the leadership of Creative Director Paul O'Brien, who is a George Brown graduate (See story below.) Onbrand was asked to create a logo that would visually communicate the ideas of achievement, academic integrity, and a college of the future. Onbrand created dozens of logo designs, of which seven were tested in focus groups for further refinement. In the final analysis, more than 800 people, including staff and prospective students, were surveyed for their reactions to nine different designs. The chosen logo (shown in one colour) emerged as the clear winner.

All parts of the logo were carefully considered and tested. "Prospective students were shown a number of font styles ranging from the ultra modern to traditional," says George Brown Marketing Vice President Karen Thomson, who led the logo development. "Ultimately it was the serif font that communicated the kind of professional academic institution prospective students felt would warrant their consideration."

Prospective students also preferred logos that contained themes of a path as a strong symbol of achievement and an expression of a future destination, says Thomson. One prospective student understood the "Pathway G" immediately and commented: "I like how the G forms a path, like a road leading you to your career."

"The chosen logo had overall 'appeal scores' of around 60 per cent, which is very high for a brand new logo," Thomson says. The appeal score target for adapted existing logos is 70 per cent. "So we're 85 per cent of the way there and we have just launched our logo," she says.

Shown above are what design choices were made and what they are meant to represent.

Next steps: The college will be issuing a tip sheet which will explain how to use the logo on college material. The tip sheet is an interim step, pending the development of a full Brand Standards Guide that will be published in 2007. The Brand Standards Guide will provide comprehensive answers on strategy, tone and images to ensure a consistent look and feel is maintained on all college materials and communications—from advertising to business cards, and everything in between.

A logo operations team – co-chaired by Senior Communications Manager Steven Heipel and Publishing Manager Maria Modopoulos – is now being formed that will conduct an audit of the materials to determine the highest profile and highest priority areas where the logo can be applied this fall, and to remove references to "The Toronto City College". The logo operations team will have membership from across the college and will be able to field questions on the timing of this rollout, after the priorities have been assessed.

Information about using the logo and the many other elements of our re-branding will be available on Insite by the end of September and updated on a regular basis.

The designers started with a type face called Arrow that has serifs – the little extensions at the bottoms and tops of letters. Serif fonts convey tradition and are used by many colleges and universities. The font contributed to the objective of communicating a place of academic achievement. The font was modified in several ways so the logo would be unique to George Brown. The italic version of the typeface was chosen, and then letters were spaced more tightly (as in the G and E of George), the serifs were modified and R was extended, among other things.

The logo was created first in black and white – as it might appear in newspaper advertising, for instance – which is the first test of a logo's effectiveness.

The ends of the Pathway G narrow down to infinity, visually suggesting no end or beginning to the path.

Work on the logo began with the creation of a word mark – the words George Brown – that could, if necessary stand on its own. George Brown appears in blue in the colour version – blue and orange – were both associated with achievement, and orange was also seen as a colour associated with energy, inspiration and a new future.

The word college – which has additional letter spacing to increase legibility – is smaller than George Brown and appears in orange in the colour version to tie the words of the logo together with the symbol.

The turn in the pathway creates an arrow shape – a dynamic sign suggesting movement and direction.

Onbrand calls this symbol the Pathway G – as it is both a stylized G and a graphic symbol of a road or pathway that suggests movement, dynamism and energy. In the colour version it appears in orange. The Pathway balances the stability of the George Brown "wordmark" and symbolizes the path of a student or the energy of the college. It was designed so that it could also stand on its own some day, and was the critical symbol to communicate career achievement, while linking that benefit to George Brown College.

The orange in the colour version adds energy and warmth to the logo. The combination of a mid-blue and orange is a combination that George Brown has used for several years and is unique among Ontario colleges.

Our grad led logo design team

Behind George Brown's successful new logo is a successful George Brown graduate.

As Creative Director of Onbrand, the firm that designed the new logo, Paul O'Brien heads the firm's creative team, but 20 years ago he was a first year Graphic Design student at George Brown.

He found his niche in the field when he took a packaging design course and found he loved the work. He sought out a work placement in a packaging design firm and was hired there when his placement was over.

Five years later he moved to Onbrand as a senior designer and was



made Creative Director six years ago.

"At George Brown I learned the skills that laid the foundation for a career I have enjoyed for over 17 years," he says.

As Creative Director he guides his team to create effective designs that meet client needs.

"Design needs to live in the real world and compete in the real world," he says.

O'Brien has worked on branding projects for a wide range of firms including Moosehead Breweries, Tim Horton's, McNeil Consumer Healthcare, Revlon and Mark Anthony Brands.

NEWS SHORTS

A great education at George Brown is now even a better bargain for the family of college staff. Starting this September the spouses, partners or dependants of George Brown staff members will be eligible for tuition rebates, President Anne Sado announced at the President's Breakfast on Sept. 28. Details of the rebate policy, which was developed by the college with input from both faculty and support staff unions, are posted soon in the Human Resources section of inside, the college's intranet.

Dozens of George Brown staff volunteered in August to help make the remarkable Grandmothers to Grandmothers portion of the international AIDS conference a huge success. More than 350 grandmothers from all over the world participated. Grandmothers, particularly those in Africa, carry a heavy burden as a result of the AIDS crisis as they care for their orphaned grandchildren. "I suspect that if you're like me, you gained as much as you gave," said Vice-President Michael Cooke in a letter to volunteers, "Thank you for demonstrating how we can live out the values we espouse as a college community."

George Brown staff may now find e-mailing a bit easier. Instead of telling someone "at-g-brown-c-dot-o-n-dot-c-a" staff should now use "georgebrown.ca" as the ending of their e-mail address. The recent change by our Information Technology Department allows staff to match their e-mail address with our website – georgebrown.ca – and it's a lot easier to remember and communicate.

All George Brown staff love to talk about the college – and what we can do to make the college even better. It's natural – we're all engaged in making this the best college for our students! Well, hold those thoughts! In October full-time staff will have a chance to express their opinions through a formal survey. It's been a busy two years since staff were asked to register their opinions about a wide variety of college activities from management practices to communication strategies and it's time to check in again. Administered by the same company that manages much of the system-wide Student Satisfaction KPI initiative, the confidential survey will be offered online with a paper version available for those who prefer that format.



STAFF VOLUNTEER FOR STUDENT FUN Staff volunteers gather at Casa Loma in early September before heading off into the city to test the course of George Brown's first ever Urban Pursuit Adventure Race. The race is a two-hour event on November 3 that will involve students exploring Toronto by following clues to interesting spots around the city – a George Brown version of TV's *Amazing Race*. Students that complete the course most quickly will win prizes. Staff can get involved by encouraging students to compete as three-person teams or individuals. Details and entry forms are on the college's website. The race is sponsored by the Athletics Department.



TORONTO CLEAN UP A SHOE-IN First the good news, if you've been hopping around looking for the running shoe you lost on King Street, it was found by Pat Brian (above right) of the college's bookstore at St. James. Now the bad, it was quickly added to the huge pile of garbage and junk collected by staff and students as part of this year's 20-minute clean up sponsored by the city. Dawn Chandelier of the continuing education department (left) found a window blind near the college.

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